

Automotive Daily News



Vol. 2, No. 171.

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Automotive Daily News Publishing Corporation

NEW YORK, THURSDAY, APRIL 29, 1926

Entered as second-class matter Aug. 27, 1925, Post Office, N. Y., N. Y., Under Act of March 3, 1879. 10 Cents. \$12 Per Year.

FORD '25 PROFIT \$29 A CAR; WAS \$40 YEAR BEFORE

Decline Due to Production Troubles in Late Summer

NEW YORK, April 28.—A detailed estimate of Ford's business in 1925 indicates that the actual profit a car realized by Ford Motor Company from sales was \$29, against \$40 in 1924.

The decline in profits is largely accounted for by the company's production difficulties in August and September, when the new models were brought out, it is said.

The estimate is worked out from the increase in surplus shown in the Ford balance sheet during the past year and assumes that the company paid out \$14,670,000 in dividends.

It also assumes that the \$20,518,000 good-will item which disappeared from the 1925 balance sheet was included in "cash, debts receivable, stock, securities, patent rights and trade name," which increased from \$300,275,000 to \$377,105,000. If the good-will item was written out of profits the above estimate of profits a car would be too low. On the other hand, if no dividends were paid in 1925, the company's profit per car figures at \$21.

Ford's surplus last year increased \$79,890,000 compared with an increase of \$100,435,000 in the preceding year. It is estimated that the Ford family in 1924 received \$14,670,000 in dividends. Assuming that the same dividends were paid in 1925, the earnings of the company before Federal income taxes and dividends were \$108,078,000 as compared with \$131,954,000 in 1924.

The company has on hand a large amount of cash and investments and it is estimated that earnings in the form of interest on cash balances and investment return aggregated \$7,380,000 last year. Deducting this item for 1925 and \$5,415,000 for similar account in 1924, would leave profits from operations of \$100,690,000 in 1925 against \$126,540,000 in 1924 before Federal income taxes.

The trade estimates that Ford realizes a profit of around \$40,000,000 from the sale of parts and sundry products annually, which may be deducted from operating profits to arrive at the actual profit per unit sold.

In 1925 Ford sold 2,024,299 passenger cars, trucks and tractors, both foreign and domestic, but ex-

(Continued on Page 8)

ELECTRICAL LEAGUE TO HEAR REEVES AND SCAR

New York, April 28.—Alfred Reeves, general manager of the National Automobile Chamber of Commerce, and F. J. Scar, manager of the Motor Transportation Bureau for the Pennsylvania Railroad, will be speakers tomorrow at the Electrical League luncheon at the Hotel Astor.

McLAUGHLIN, 26, HEADS CHECKER TAXI COMPANY

Chicago, April 28.—Robert E. McLaughlin, 26, was elected president of the Checker Taxi Company at the annual meeting this week. The company operates 1,100 co-operative cabs. A little more than two years ago McLaughlin was driving a cab. He was elected secretary and aided in building the business to large proportions. The company is in its seventh year. Other officers elected were Harry I. Gordon, vice-president; Isadore Stark, treasurer, and Max Raifman, secretary. Plans are under way to increase equipment to 2,000 cabs this year. The company's capital has been increased to \$2,000,000. It is planned to maintain garages and stations at new points throughout the city.

DODGE REPORTS HEAVY DEMAND

Retail Buying Cuts Deeply Into Stocks Of Dealers

Detroit, April 28.—Figures given out here by President E. G. Wilmer of Dodge Brothers, Inc., show that retail buying of the company's cars and trucks throughout the United States is not only exceeding production but has reduced retail dealers' stocks of cars available for delivery to the low average of less than three per dealer.

"As of April 24, the Dodge Brothers' dealers in the United States had on hand 26,921 new cars and trucks against which they held 17,568 signed orders from customers," said Mr. Wilmer. "Spread the difference of 9,353 over an organization of 3,300 dealers and their selling connections and you realize how small their stock really is."

"Even this small surplus, averaging less than three cars per dealer, is rapidly being reduced. During the week ended April 24, for example, total domestic shipments from the factory to dealers in the United States and Canada were 8,264 cars and deliveries to retail customers were 9,566 cars."

"With present record production of 1,650 cars daily compared with 1,500 cars daily a month ago and 950 cars daily a year ago, dealers retail deliveries have exceeded factory shipments each week for the past four weeks."

UNIFORM ENFORCEMENT OF TRAFFIC LAWS SOUGHT

Fond du Lac, Wis., April 28 (U. T. P. S.).—A state-wide meeting of traffic officers to consider proposed plans for an organization to obtain uniform enforcement of traffic laws has been called for this city on May 5.

The plan for the organization is similar to that which has so successfully been tried out in other states. Articles of organization will be drawn up and adopted, and officers will be elected, if the plan meets with favor. The co-operation of the secretary of state and the state highway department has been assured.

S. A. E. MEETS IN BOSTON NOV. 16-18

Fall Session to Be Devoted to Transportation Problems

Boston, April 28.—This city has been selected for the autumn meeting of the Society of Automotive Engineers. A three-day session will be held, November 16, 17 and 18 devoted to automotive transportation and service.

Each day of the meeting will be given over to technical sessions in the forenoon and afternoon devoted to discussion of problems of design, engineering, operation and maintenance of trucks and motor coaches. Addresses will be given by experts on the subjects of the coordination of motor systems and railroads, operation and maintenance motor truck and motor coach fleets, freight handling and store-door delivery by automotive equipment, handling of goods in interchangeable containers, cost of operating gasoline and electric vehicles, brake requirements of trucks and motor coaches, maintenance and the relation of design to the power characteristics of the engine. On the second day an inspection trip will be taken to the maintenance plant of a local company operating a great number of motor trucks.

The special committee selected to choose the subjects and speakers follows: J. F. Winchester, Standard Oil Company, Baltimore, chairman; H. R. Coblesight, National Automobile Chamber of Commerce, New York; C. O. Guernsey, J. G. Brill Company, Philadelphia; A. W. Herrington, consulting engineer, Washington; F. C. Horner, General Motors Corporation, New York; F. E. H. Johnson, Noyes-Buick Company, Buick; A. F. Masury, International Motor Company, New York; V. A. Neilson Company, Boston; R. E. Plimpton, McGraw Hill Publishing Company, New York; F. J. Searr, Pennsylvania Railroad Company, Philadelphia; E. W. Temple, C. S. Whitman, Charles Street Garage Company, Boston.

Plan Missouri Safety Conference

Special from A. D. N. Washington Bureau
Washington, April 28.—Gov. Sam A. Baker of Missouri has issued a call for state conference on highway safety to be held at the State Capitol at Jefferson City on May 10 to 11, Secretary of Commerce Hoover, chairman of the National Conference on Street and Highway Safety, was advised today.

The Missouri conference will consider the nation-wide proposal for a uniform motor vehicle registration and certificate of title act, a uniform motor vehicle operators' and chauffeurs' license act, and other recommendations adopted at the national conference here last month.

Gov. Baker, in his proclamation, points out that last year 449 persons were killed as the result of traffic accidents in the state. He has invited all citizens interested in the problem of finding ways and means of reducing traffic fatalities to participate in the conference next month.

BOMBAY BUSINESS

Washington, April 28.—With automobile sales in India decreased on account of seasonal slackening, Bombay dealers have ample stocks and are inclined to be cautious, according to a cable from Calcutta to the Department of Commerce.

FIRE FAILS TO CURTAIL BIFLEX CORP. OUTPUT

Chicago, April 28.—The principal units of the Biflex Corporation plant here were untouched by the recent fire which destroyed the plating and enameling departments and office quarters only, officials of the company report. These operations were immediately transferred to another nearby plant with but slight interruption in production. The loss was considerably under the amount first stated, and is fully covered by insurance.

Will Reject Ford Investment Plan

Lansing, Mich., April 28.—Members of the Michigan Securities Commission have announced that the commission will not approve the Ford Motor Company's investment plan for employees, involving simplification of the process by which Ford workers are permitted to participate in the company's profits.

The new plan involves only slight changes from the present method by which employees have invested large sums in the Ford enterprises. The commission's action means that even the old plan will not be approved again.

Employees of the Ford Motor and other Ford companies through the country are permitted to purchase "investment certificates." The certificates are bought out of wages, on the installment plan. They bear a guaranteed yield of 6 per cent., but holders have received 14 per cent. during the last few years.

The change the commission was asked to approve involved only the substitution of passbooks, similar to savings bankbooks, for the present certificates of investment, which are similar to stock certificates.

Hugh A. McPherson, banking commissioner and member of the Securities Commission, declared that what the Ford employees are buying are not securities.

"It looks to me as though this is a banking business," Mr. McPherson said. "You are letting employees deposit money with the company. Why not advise them to deposit in a bank? Then, if the company needs money, it can borrow it from the bank."

N. Y. AUTO MERCHANTS TRY LUCK ON GREENS

New York, April 28.—Almost 130 members played at the opening golf tournament of the Automobile Merchants Association of New York, Inc., yesterday at the Dunwoodie Golf Club, Yonkers.

During the seven tournaments last year two "holes in 1" were made by E. N. Chalfont and E. T. Zehagen respectively. This year special prizes are being offered to the golfer with the "best luck."

JAVA STOCKS INCREASE

Washington, April 28.—Due to heavy arrivals in Java, especially in light models, stocks are increasing while sales are regarded as fairly according to a cable to the Department of Commerce.

NEW passenger car registrations, throughout the entire country, will be found on Pages 4 and 5 of this issue.

BRITISH ACTION ON RAW RUBBER DRAWS PROTESTS

Conservation Must Be Practiced Here As Result

Special from A. D. N. Washington Bureau

WASHINGTON, April 28.—Continued price fixing of rubber by the British colonial authorities under the revision of the Stevenson act, as announced in dispatches from London, will mean continued conservation in the use of rubber by American consumers.

This is the renewed warning of the Department of Commerce, issued today. Early in December the American Automobile Association, the National Automobile Chamber of Commerce and the Rubber Association of America, with the support of the department, issued a warning that conservation campaign as the result of government control, having raised prices to over \$1 a pound against a production cost of less than 20 cents a pound.

Figures on the result of this campaign through surveys of production and stocks made by the Rubber Association of America and the department show that automobile users reduced their consumption of tires almost exactly 25 per cent. below the same period a year ago, and this despite the increase of nearly 3,000,000 in the number of automobiles running.

Tire consumption since the campaign started, as compared to the preceding four months, shows a reduction of 35 per cent., only part of which is attributable to the seasonal factor. Unofficial statistics show further that the use of tire repair materials has had a large increase over the same period of a year ago. Gasoline consumption figures show that the miles run by automobiles have not decreased.

Another effect of the continued price fixing will be to stimulate production of rubber in other parts of the world, and it will assure the continued effort of the American people to secure American controlled supplies of rubber.

Representative Loring Black of New York, in a speech in the House, called attention again to the British rubber monopoly, and declared that a protest should be entered immediately by the United States departments of State and Commerce against the "plans of the British for another rubber gouge" because of the slump in prices.

He said:—"It is unfair for the British government to jack up the price again. The plantations have more than recouped their losses. The proposed scheme is a gouge. The American public will suffer again."

MEXICAN SALES

Washington, April 28.—A cable from Mexico City to the Department of Commerce states that automobile sales continue "50 per cent. normal."

TIME PAYMENT PLAN DEFENDED

British Traders Call Criticism of System Unjustified

LONDON, April 28.—The merits and demerits of the hire-purchase system are being discussed widely among British automobile traders. Interest in the subject has been aroused by a recent speech of A. M. Samuel, parliamentary secretary to the overseas trade department.

"People in this country," said Mr. Samuel, "seem to be following the American example, and are carrying to an extreme the practice of hire-purchase, which often means pledging future income up to the hilt, so that nothing is left for emergencies."

General opinion in the automobile industry is that the criticism of the installment system is unjustified and likely to be harmful.

Automobile traders say the system is merely a form of credit, and as such is used extremely even by those for whom it would be no hardship to buy outright. This is especially the case with commercial vehicles. Many firms take advantage of hire-purchase to pay for their trucks out of income instead of by overcapitalizing. They are thereby enabled by increased production to cut costs, and sales expand accordingly.

Hire-purchase is regarded as the dark horse among economic factors. British traders believe that its extension would be a sign, not of over-spending, but of the will to work and of confidence in the future. The Federation of British Industries, after an inquiry into American methods, reports the installment system is good business, and that its extension in the United States has contributed substantially toward existing prosperity. The fact that regular payments have to be made is an incentive to work.

Cleveland A.M.D.A. Dinner May 6

Cleveland, April 28.—Arthur R. Mogge will speak at the last spring meeting of the Cleveland Automobile Manufacturers and Dealers Association on May 6 at the Hollenden Hotel here. He represents the Automotive Equipment Association's merchandizing committee. Another speaker will be James H. Collins of Philadelphia.

G. G. Peckham of the Ohio Buick Company has just been re-elected president of the association for his sixth consecutive term. Other officers re-elected were: W. Pitt Barnes of the Barnes Motor Company, vice-president; R. J. Schmunk of the R. J. Schmunk Company, treasurer; Herbert Buckman, secretary.

Four directors re-elected include: Peckham, Warner M. Bateman, Charles H. Schreiber of the North Ohio Motors Company, and Birkett L. Williams. These, together with T. H. Towell of the Towell-Cadillac Company, O. C. Tyner of the Jordan Ohio Company and Walter F. Wright, Chrysler distributor, constitute the board.

COTTRELL TO SPEAK

San Francisco, April 28 (U. T. P. S.).—C. C. Cottrell, manager of the highways bureau of the California United States Good Roads Association, and a national authority on highways, will be a speaker at the United States Good Roads Association conference to be held at Santa Monica, Cal., June 7 to 12.

TRAINLOAD OF CHEVROLETS

Tacoma, Wash., April 28.—The first solid trainload of automobiles ever received in Tacoma arrived here last week, consigned to the Arthur Bryan Motor Company, Chevrolet distributors. The shipment consisted of 39 freight cars.

JAMES MOTOR VALVE ELECTS 1926 OFFICERS

Special from A. D. N. Detroit Bureau
Detroit, April 28.—The following officers were elected at the stockholders' meeting of the James Motor Valve Company: John H. James, president; Harold E. Butcher, vice-president; Thomas R. Walton, secretary and treasurer. Mr. Walton succeeds H. Temple Barber as secretary and Walter F. Haass as treasurer. Both of these men were re-elected as directors.

Dinner Planned For Journalists

Detroit, April 28.—Dodge Bros., Inc., will entertain the Pan-American journalists, due to arrive here from Toledo Friday, at dinner and a theater party Sunday evening after the party's return from the General Motors proving ground at Milford. The party consists of about 100, and is accompanied by representatives of several of the United States governmental departments and members of the N. A. C. C.

Tuesday evening a banquet will be tendered the guests, at which about 500 will be seated. South America, Central America and Mexico are represented by the journalists, who are among the most influential men in their respective countries. Automotive executives, consular representatives of the visitors' countries and state, county and city officials will unite in doing honor to the guests of the evening.

Percy Owen, director of foreign sales, Dodge Brothers, Inc., and chairman of the general committee in charge of the Detroit visit, will act as chairman at the banquet. C. F. Kettering, president of General Motors Research Corporation, will make an address, which will be replied to by Abel Carbonel of El Diario del Comercio, Barranquilla, Colombia. Gov. Alex J. Groesbeck of Michigan and Mayor John W. Smith of Detroit will be among the officials present.

Big Dealer Meeting In Fort Wayne, Ind.

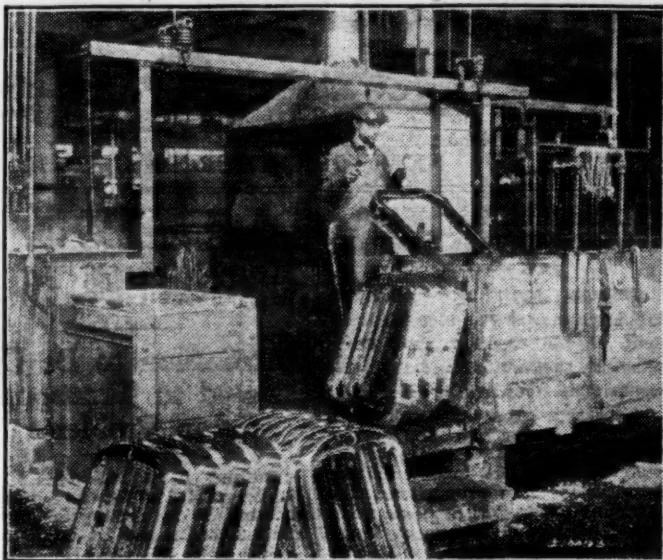
Fort Wayne, Ind., April 28.—Four hundred automobile dealers and accessory retailers of northern Indiana, southern Michigan and northwestern Ohio attended a conference held here in the Mizpah Shrine Temple auditorium April 23. The principal speaker was Henry Kirkland of Chicago, special merchandising representative of the Automotive Equipment Association, who gave an address on the subject, "Ask 'Em to Buy'."

Lyman Bellows, general manager of the Van Dorn Electrical Company, Cleveland, O., spoke of "Efficient Shop Equipment." Another address was given by Fred Hall, president of the Northwestern Chemical Company, Marietta, O. Richard Sheridan of Chicago, international president of the Automotive Booster Club, spoke briefly.

The meeting was held for the purpose of interesting the dealers in new methods of handling merchandise, with a view toward increasing efficiency. Each of the speakers outlined new ideas in various branches of work concerned with retail dealing.

The Fort Wayne Iron Store Company and the Fort Wayne Auto Equipment Company arranged the conference, working with the Automotive Equipment Association. Herbert W. Lang, vice-president of the Iron Store Company, presided as chairman and introduced the speakers.

Olds Experimenting With Chromium for Plating



By WALTER BOYNTON

Detroit, April 28.—Because of its immunity from oxidation, chromium offers some very definite advantages as a surface for the bright work on automobiles and for some time experiments have been going on, looking to its utilization in this connection.

The difficulties involved in using it as a plating material have finally been eliminated and at the plant of the Olds Motor Works, Lansing, chromium is being used instead of nickel as a final plating surface.

At the present time, about 300 radiator shells are being plated daily; at an early date, the work will be extended to lamps, doors, bumpers, and all other parts usually finished in nickel plate. Use of the chromium process has necessitated practically no additional equipment; the chromium bath is fitted with a hood and suction, to withdraw the gases generated by the solution. Chromium trioxide (CrO₃) is used in the bath, and a special, patented anode, and the exposure to the solution is very brief, requiring only a minute and a half to two minutes.

In practice, the steel shell is polished, as usual, and struck with copper; the copper surface is lightly buffed, the object of this operation being rather to draw the metal over, so as to make a poreless surface than actually to polish the job. Nickel plate is applied in the usual way, and buffed, so as to present a polished surface; then the nicked object is exposed to the chromium bath, and it is finished without further buffing or polishing. It emerges from the bath with a brilliant uniform finish, with a true blue-white color, like that of a fine diamond. Beside it a good job of nickel plating looks distinctly yellow.

All that is required to keep the surface bright and shining is to wash it occasionally. In fact, it is to be treated exactly as if it were glass, not metal. When surface dust, grease or dirt is removed, the chromium color and appearance are uncovered and they are just the same as they were when they emerged from the bath. Moreover, this appearance lasts indefinitely, owing to the chemical properties of chromium trioxide.

The salt spray test, in which the surface is exposed to a 20 per cent. NaCl solution, shows clearly the resistance offered by the chromium surface to destructive agents. Where a nicked surface breaks down and rusts inside of twenty hours of exposure to salt spray, the chromium surface lasts more than 100 hours. This is estimated to be equivalent to about ten years of ordinary service.

Proof of the hardness of the metal itself exists in the fact that an ordinary file, backed by considerable muscle, makes no impression

on it. In fact, the plate is so hard that there appears to be some field for building up undersize parts by giving them a chromium plate, which will be equivalent to case-hardening the part treated.

Work on chromium plating as a commercial process in the automotive industry began at the Olds Motor Works March 22, 1926. It has been proved in practice that the cost of the improved process is somewhat less than that of nickel plating, while it certainly possesses very definite advantages over former systems. A car with its bright work chromium plated stands out unmistakably in a rank of cars carrying nickel-plated bright work.

As soon as the work at the Olds plant has been brought to a standard of operation and extended to all parts of the car that have formerly been nickel-plated it is planned to utilize the process in all of the vehicle divisions of the General Motors Corporation. The corporation holds certain patents on the process which are expected to confine its use to General Motors vehicles.

To Wage War on Ohio Speed Traps

Cleveland, April 28.—Justices of the peace who operate speed traps for profit flourish under Ohio's peculiar laws, but they are in for a tough season, if you believe John L. McChord, chief counsel for the Cleveland Automobile Club. McChord today started his war on these speed traps.

"The Cleveland Automobile Club will hold these village courts to a strict accountability and if we hear of any instances in which unwarranted arrests are made we will take the cases to a higher court," McChord said. "We have no sympathy for these speed traps and wayside courts which are operated solely for profit."

SPECIAL TRAIN FOR MEMBERS OF D. A. C.

Special from A. D. N. Detroit Bureau
Detroit, April 28.—A special train for members of the Detroit Automobile Club will be furnished for the Memorial Day races at Indianapolis. It will consist of ten pullman sleepers, two diners and an observation car, and will leave Detroit Saturday evening May 29, returning to Detroit Tuesday morning.

One of the cars will be occupied by members of the D. A. D. A.

Every 2½ seconds, somewhere in the world, some one buys a Dunlop Tire.

RICKENBACKER'S OUTPUT STEADY

Operating on Schedule Of Thirty Cars A Day

DETROIT, April 28.—The Rickenbacker Motor Car Company is operating on a schedule of thirty cars a day although current sales are running slightly in excess of this level.

There are fewer than 1,000 unsold cars in the hands of its distributing organization, and the bank of cars at the factory is just about equal to two days' shipment, it is stated.

While Rickenbacker makes no pretensions at volume production, it has been making progress expanding its selling organization, and the testimonials received at the factory from owners of the new line of sixes and eights are evidence that the product is gradually but steadily establishing itself, company officials say. The company now has 103 distributors in the "key" cities of the country and 500 associate distributors. It also has 70 foreign outlets.

"We have not set the world on fire," says Capt. E. V. Rickenbacker, "but the increasing number of repeat orders and the readiness of demand prove to us we are gradually carving out our niche in the hearts of the motor purchasers."

The company is catering to a discriminating trade by adopting the utmost in precision methods of manufacturing motors. Wrist pins, for example, according to Capt. Rickenbacker, are being held at 1-10th of 1-1000th bottom limits, and every individual pin must pass inspection. Cylinder blocks, in order to give long life and hardness, must pass the Burnell test with a hardness between 190 and 200.

Rickenbacker employs a combination of volume and custom production methods that goes to unusual lengths to obtain final accuracy. Cylinders are rough bored and reamed in the usual way, and then ground to limits of one-thousandth of an inch for parallel and out of round. Then each cylinder is individually honed to a "glass" finish with one-half of one-thousandth limits. Pistons are held to 2½ thousandths clearance, and all connecting rod and crankshaft bearings are burnished and broached. The officials take pride in stating "no scrapers are used anywhere in our plant."

HULL ELECTED DIRECTOR OF KIMBALL MOTOR TRUCK

Long Beach, Cal., April 28.—At the annual meeting of stockholders and directors in Los Angeles, M. O. C. Hull of Long Beach was unanimously elected director and executive vice-president of the Kimball Motor Truck Company.

The Kimball company operates two other factories, one at Los Angeles and the other at Monrovia.

AUSTRALIAN FORD TO START BUILDING BODIES

Detroit April 28.—The Australian subsidiary of the Ford Motor Company of Canada, Ltd., will start building bodies, within the next thirty days. Assembly plants have been in operation for some time, but the bodies have been purchased in the Australian market and are not the regulation Ford type.

Seattle Dealers Report Busy Season in Car Sales

SEATTLE, April 28.—Business is better than ever here and most of the dealers feel very optimistic. Sales are picking up in both new and used cars, increases range from 10 to 40 per cent. over last month and out of several dealers' reports only one had a decrease, which was 10 per cent.

Mr. McKay of the William O. McKay Company stated that used cars are selling well, sales are much better than last month and business is very much better than it was last year at this time. The company deals in Ford cars.

The sales manager of the O. M. Gaudy, Inc., said that sales have increased 40 per cent. over last month and future prospects are very good. They handle new and used Hudson and Essex cars.

Flint automobile distributors reported that business has been picking up in the last two weeks and sales have increased 30 per cent. over March so far this month.

The Gardner Automobile Company here announced through its sales manager that its used cars are almost sold out. They keep up with incoming factory shipments of new cars and sales have increased 15 to 20 per cent. over March.

Franklin-Wicks, dealers in Franklin cars, stated that business has been very good in the last two weeks. They have had a 40 per cent. increase in sales over last month.

The number of new cars registered in this vicinity the past few days indicates the season as one of the largest buying periods the automobile business has ever known. Dealers say that if this trend continues, the spring of 1926 certainly will go down as the most successful season the local automobile men have ever known.

One example of this is seen in the announcement of J. F. McRee of the Nute Motor Company, distributor for Hudson and Essex cars, that business this year is exceeding that of 1925 by over 100 per cent. He added that the last fifteen days have shown by far the largest business his organization ever had done previously.

Promising Outlook in Texas Boosts Sales

San Antonio, Tex., April 28.—New and used car sales in this city are continuing to go along in good shape, with every indication of an improvement. March, according to dealers, was the biggest month in new car sales which has been enjoyed in many months.

The effect of the dry weather last year is beginning to wear off, and in its place is a buying period which promises to be a lucrative and lasting one.

The Winerich Motor Sales Company, Studebaker distributor, reports sales as very good. "April, thus far," explained S. W. Smith, general sales manager, "has proved a very good month. March was much better than the two months of January and February, and the outlook is that the business will improve and increase as the year moves along."

The San Antonio Overland Company also reports a similar outlook. "The month of March," says J. P. Lenoir, sales manager, "was the biggest month we have had in four years. We made more sales, delivered more cars, and made more money in that month than has ever been made before in the history of the company."

"Since February we have been ahead in sales of deliveries from the factory. The new Willys-Knight '70' has created a demand never known before and the Overland Six is enjoying a phenomenal success. We are making deliveries just as fast as we receive shipments from the factory, but for the past six weeks factory deliveries have been behind our sales."

The sale of used cars continues strong. San Antonio having a large Mexican population, it is pointed out that many of these buy used cars who could not afford to purchase a new one, and this condition does not affect the general sales to any extent.

Walter J. Biard, manager of the used-car department of the Herpel-Gillespie Company, Ford dealer, reports an improvement in the sale of used cars and better buyers.

Collections are good. A plentiful supply of rain has given an assurance of good crops and general prosperity. Business conditions, which were marking time during the early part of the year, now seem to have found their stride and appear eager to make up for time lost. There is every evidence of good business here for some time.

KISSEL DISTRIBUTOR

Hartford, Wis., April 28.—G. A. Kissel, president of the Kissel Motor Car Company, announces the appointment of the Crabb Motor Car Company as Pittsburgh distributor for the Kissel line of sixes and straight eights. The Crabb Motor Car Company is well-known in Pittsburgh, having handled high-grade cars for years.

BRITAIN SHOWS GAINS

London, April 28 (U. T. P. S.).—Official figures show that between December 1, 1925, and February 28, 1926, 110,000 additional automotive vehicles were put on the roads in this country. Over 72,000 of these were passenger automobiles.

Only Two Accidents in Month at Ford Plant

Kearny, N. J., April 28.—The Ford Motor Company plant in this city reported only two accidents during the first half of the "industrial no-accident month" campaign being held under the auspices of the Hudson County Safety Council. One was a sprained wrist and the other a sprained ankle.

The company employs over 3,600 and is the largest industrial unit entered in the campaign. Considering this, its record is remarkable, officials believe.

New Dealers

STAR-DURANT

New York, April 28.—The following automobile merchants have recently taken over the sale of Star products:—

United Motor Company, Conway, Ark.; Fred W. Arkenberg, Batesville, Ind.; Paul Steinhardt, Ireland, Ind.; McCauley Motor Company, Cherokee, Ia.; Gingerich Motor Company, Washington, Ia.; H. W. Fellers Motor Company, Hays, Kan.; Orin H. Norton, Johnson, Kan.; J. W. Poindexter, Cynthiana, Ky.; The Burns-Hardesty Motor Company, Paducah, Ky.; Auto Sales Company, Oakland, Me.; J. Osnoski, Detroit; Hollingsworth Motor Company, Kosciusko, Miss.; King Motor Company, St. Louis; Granville Motor Sales, Granville, N. Y.; Morgan Motor Sales, Washington, C. H. O.; H. H. Warren & Son, Arendtsville, Pa.; Green Motor Company, Butler, Pa.; Dreelick Brothers, Clearfield, Pa.; George T. Myers, Coatesville, Pa.; Judd Automobile Company, Mahanoy City, Pa.; Warfordsburg Garage, Warfordsburg, Pa.; P. Camp Johnson, Easley, S. C.; Universal Motor Company, Front Royal, Va.

NEW DISTRIBUTORS

Young's Garage, Mount Vernon, Ohio; Frank L. Fedrizzi, Caspian, Mich.; Hamilton Velle Sales Company, Hamilton, O.; Velle-Madison Co., Madison, Wis.; Frazier Motor Company, Sioux Falls, S. D.; Newman Bros., Dixon, Ill.

NEW DEALERS

Inland-Velle Company, Spokane, Wash.; Mrs. W. A. Eastling, Brainerd, Minn.; Harold Doney, Westerly, R. I.; Davidsville Garage, Davidsville, Pa.; Walbrook Garage, Baltimore, Md.; Maple Motor Company, Ridgewood, N. J.; Cambridge-Velle Company, Cambridge, Mass.; Everett-Velle Company, Everett, Mass.; Walter P. Haussler, Los Angeles, Cal.; Charles Richards, Cuba City, Wis.; Monroe-Velle Company, Stroudsburg, Pa.; Dorchester-Velle Company, Dorchester, Mass.; Frank B. Buckley, Mystic, Conn.; Diffley Motor Company, Everett, Wash.; B. Hall Green, Cambria, Wyo.; Carl Alick, Wagner, S. D.; Velle Motor Sales Company, Oak-Bowen & McMahon, Coeur d'Alene, Idaho; Bowen & McMahon, Wallace, Ida.; Bowen & McMahon, Spirit Lake, Ida.; Bowen & McMahon, Coeur d'Alene, Ida.

SOUTH TEXAS DEALERS REPORT ACTIVE BUYING

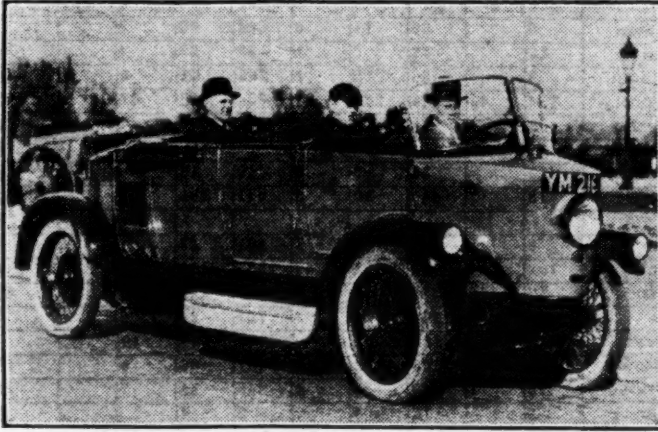
Bryan, Tex., April 28.—Although this section of the state suffered a severe drought last year, prospects are much brighter now for a big year with all the automobile dealers here. Fords are the leaders in sales and are sold three to one over others, while Dodges and Chevrolets report an increase in sales.

Farmers are beginning to buy more trucks to haul farm products, especially cotton, and report it is cheaper to haul it to Houston, where they get a better price and save freight rates. Tractors are being used here more this year than ever before.

DISTRICT MEETINGS

Dixon, Ill., April 28.—District meetings of Chevrolet dealers in this territory were held last week under the direction of C. L. Alexander, general sales manager. Meetings were held in Sterling and Dixon during the week. H. E. Winn, assistant sales manager, and Oscar Moll, sales promotion manager of the Chicago zone, conducted the sales conventions, and discussed plans for increasing business during the spring and summer seasons. A banquet marked the close of each meeting.

GERMAN RUMPLER—A new type of auto on the Hampstead Heath Road, England. The 16 h. p. motor is placed at the back of the car and develops 80 h. p. on the road. It is made by the same firm that made the engines for the Taube planes during the war.



(Int. Newsreel).

HOMAN HEADS SALES FOR DETROIT BUICK DEALER

Special from A. D. N. Detroit Bureau
Detroit, April 28.—A. C. Homan has been made sales manager of the Buchbinder-Buick Company here. He has been in the retail sales end of the automotive industry for several years and for the last five has been selling Buicks. Three years of this time was put in with another Detroit dealer.

Herbert A. Buchbinder, president of the Buchbinder-Buick Company, announces that the firm will occupy new and enlarged quarters about June 1. A two-story fireproof building is under construction at 3920 Dix Ave., near the West Grand Boulevard.

ROWE RESIGNS POST

Duluth, Minn., April 28.—Harry L. Rowe, for the past seven years connected with the Pioneer Auto Company, and more recently manager of the firm, has resigned.

OLDSMOBILE OWNERS SEE MANUFACTURING METHODS

Madison, Wis., April 28.—More than 300 Oldsmobile owners crowded the show rooms of Walter S. Craig, local dealer, to witness a special showing of a five-reel motion-picture depicting the building of the Oldsmobile car.

The film follows the manufacture of the car through the entire process of construction, explains by means of charts and diagrams how a motor functions, and gives an indication of the huge factories and organization back of the Oldsmobile company and the Fisher Body corporation. The film is the first of a number of educational movies to be produced by General Motors.

DETROIT CONSTRUCTION

Detroit, April 28.—Construction projects for which permits were issued during last week carried cost estimates aggregating \$4,509,170, against \$3,945,011 in similar week last year.

Dealer Explains Sales Methods

Syracuse, April 28.—The Overland-Knight Motors, Inc., local Overland and Willys-Knight distributor, has gained a new car sales record largely as a result of a system of assigning wards to each salesman.

Jerome K. Rusterholz, head of the firm, has his sales organization divided into the Overland salesmen, Willys-Knight salesmen and used car salesmen. Each of these groups is still further divided into salesmen for each ward in the city.

Another feature that has added to the sales record has been the sales school held every Monday night at the showrooms. Mr. Rusterholz has carefully trained every man in salesmanship psychology, courtesy, service responsibilities and general application of their product to the needs of each individual buyer.

"We sold 39 cars the last week in March, which is a great record for any dealership under the Buffalo branch," said Mr. Rusterholz. "I was called to Buffalo last Saturday to spend the week-end with factory officials to explain the methods used here."

S. F. DUESENBERG SALES

San Francisco, April 28 (U. T. P. S.).—Lloyd S. Johnson, San Francisco distributor for Duesenberg cars, has returned from a sales conference at the Duesenberg plant at Indianapolis, Ind. Johnson reports that San Francisco led all distributors in the United States in Duesenberg sales in 1925. He ordered special body jobs at the factory which are expected to bring even more sales this year.

NEW OLDS DEALER

Detroit, April 28.—J. Osnoski Company has been made an Oldsmobile dealer in Hamtramck. John sales manager. Mr. Quadnau has appointed A. J. Quadnau as his sales manager. Mr. Quadnau has been for the last three years manager of the Olds Motor Works sales branch on Sprout Street.

for Economical Transportation



Chevrolet's attention to Used Car sales rivals their interest in New Car sales. Used Car Selling Plans and assistance of utmost efficiency are furnished to dealers by the Company.

Touring - -	\$510	Sedan - - - -	\$735
Roadster - -	\$510	Landau - - - -	\$765
Coupe - - -	\$645	½ Ton Truck -	\$395
Coach - - -	\$645	(Chassis Only)	
		1 Ton Truck - -	\$550
		(Chassis Only)	

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Q U A L I T Y A T L O W C O S T

Fair Accessories Trade Reported in Montreal Market

Montreal, April 28.—The automobile accessory market seems not to be suffering from the indecision that prevails in that of new and used cars, judging from the optimistic reports of the trade this past week.

Renaud Motor Supply, Ltd., which deals for the most part with the jobbers of accessories, reports a very fair trade in almost all lines at the present time, a distinct gain this week over that of the preceding one. The same may be said of John Millen & Son, Ltd., Canadian General Electric, Lewis Brothers, Canadian Fairbanks-Morse and others, who are wholesalers. Coming to the retail dealers, J. D. Davidson says that business is starting off with a rush these first days of real spring weather, with tools, tire repairs, spot lights, motor meters and general garage equipment to the fore in sales. Mr. Davidson reports trade prospects for May are looking exceedingly good after a long hangover season of adverse weather for motoring.

The Hobbs Manufacturing Company, Ltd., is starting out well this April, with good sales of windshields, doorlights, side-wings. There are frequent calls these days from garage men who are active in refitting left-over cars during the winter, repairing coming, as usual, with a rush after a long period of comparative stagnation, according to F. A. Prichett.

With Lamontagne, Ltd., J. A. Lambert, sales manager, seems to think the recent Federal budget, which is raising much controversial talk in certain automobile manufacturing districts of Canada, is to some extent affecting adversely the sales of accessories, but this more from the imagination on the part of the public in general than from any real basis of fact, says Mr. Lambert. The fifteen "leaders" of the company's accessory stock are, on the other hand, maintaining steady sales with in general consistent results. Just at present oil, motor meters, klaxon horns, Masda lamps, bulbs, rims, tires and tubes are having the call.

W. J. Leclair of James Walker Hardware Company, Ltd., reports a marked change for the better in the accessory business in the past few days, a lift being given to the entire market with the advent of warm weather and the approach of May, which is always a time of opening up the country districts to automobile traffic. Mr. Leclair says, besides the regular sellers of the standard stock, spark plugs, bulbs, polishes, mirrors, chamois cloths, soaps, batteries and jacks are all going well. So far as the Federal budget is concerned the Walker company's sales manager says he is too busy to notice what effect, if any, it might have on accessory sales.

ELEC. STORAGE BATTERY REPORTS GOOD BUSINESS

Philadelphia, April 28.—Business of the Electric Storage Battery Company thus far in 1926 has been on a par with the corresponding period of 1925, which was exceptionally good, according to announcement made at the annual meeting of stockholders in Camden, N. J.

Indications are that business will continue good for the remainder of 1926, Mr. Lloyd asserts, and there has been no let-up in the volume of new business.

Automobile manufacturers have contracted ahead for their supplies of batteries in about the same degree as is customary, he stated.

CHEVROLET SALES MEET

Janesville, Wis., April 28.—A general sales conference was held last week at the local plant of the Chevrolet Motor Company under the direction of G. J. Bates, district sales manager. Salesmen from Wisconsin, Illinois and upper Michigan attended the two-day meeting. Sales promotion plans relative to the coming season were discussed.

WISE
ACORN NUTS

BETTER—
—COST LESS.

WRITE FOR SAMPLES

WISE INDUSTRIES
1033-43 Mt. Elliott
DETROIT, MICH.

The monthly registration figures presented herewith are compiled by R. L. Polk Company, Detroit, Mich.

FEBRUARY, 1926, NEW CAR

States	Ajax	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Cleveland	Davis	Diana	Dodge	Elcar	Essex	Flint	Ford	Franklin	Hudson	Hupmobile	Jewett	Jordan	Kissel	Lincoln	States
Alabama	9		69	11	6	254	50	1			108		48	11	1043	2	25	6	2			2	Alabama
Arizona	10		43	3	1	81	27	2		1	55		18		175	1	6	5	11				Arizona
Arkansas	2		66	10	1	298	61	5		1	121		47	2	1360		17	19		4			Arkansas
California	154	48	1348	202	57	1604	615	47		10	1532	1	528	50	4471	35	524	186	222	114			California
Colorado	9		122	10	3	253	90	4			181		91	14	610	3	39	13	20	1			Colorado
Connecticut																							Connecticut
Delaware	3		30	9	5	40	13				10		25	2	157	2	15	6	1				Delaware
Florida	18	7	440	88	9	541	185	17		13	303	2	145	13	2344	12	162	105	35	36		59	Florida
Georgia																							Georgia
Idaho	6		54	2	1	161	23				83		28	3	360	1	11	7	13	1			Idaho
Illinois	102	145	760	221	42	1845	482	79	12	21	1146	31	397	146	3254	35	325	358	122	108	24	71	Illinois
Indiana	17	25	232	21	9	767	123	23		3	308	11	264	20	2262	3	88	55	50	4			Indiana
Iowa	15	2	161	12	2	795	89	6			281		147	15	2061		49	24	21	5			Iowa
Kansas	13		138	7		309	93	10			118		109	7	1673		41	23	11				Kansas
Kentucky	8	4	127	12	4	407	66	10		2	238		107	14	1360	5	44	30	14	8			Kentucky
Louisiana	18	1	127	15	4	346	84	7		4	286		57	7	2238	1	49	9	2				Louisiana
Maine	2		15	3		9	4				5		4		31		2	1					Maine
Maryland	8		153	18	6	407	58	10		2	125		65	11	662	6	41	24	13	11			Maryland
Massachusetts	12	11	126	23	12	122	91	1		2	126		120	11	558	6	46	17	19	11			Massachusetts
Michigan	72	12	1012	82	12	1384	398	19		4	822	5	602	74	3837	1	336	76	81	28			Michigan
Minnesota	8	1	61	3	3	177	25	3			56		97	6	524		15	10	10	3			Minnesota
Mississippi	6	1	85	21		365	54	2			114		32	1	1607	1	11	9		1			Mississippi
Missouri	21	20	376	47	16	1133	114	25		14	405		241	22	4076	7	130	123	54	4			Missouri
Montana	6		73	2	2	127	39	10			63		10	10	230	3	9	4	11				Montana
Nebraska																							Nebraska
Nevada																							Nevada
N. Hampshire			31	2	1	25	7	1			21		21		101	2	9	2	3				N. Hampshire
N. Mexico			36	1		53	28				42		1		221		3	3	1				N. Mexico
New York	88	27	768	143	44	973	375	38		6	646	2	325	46	1864	28	269	128	76	46			New York
N. Carolina	14		207	23		481	135	1			309		140	1	2306	4	81	22	6				N. Carolina
N. Dakota	4		105	7	3	373	56				97		44	1	1016		15	20	6				N. Dakota
Ohio	51	42	420	47	32	1230	229	59		9	535	9	379	45	2382	16	165	85	80	50			Ohio
Oklahoma	5		105	9	2	270	31	3			107		64	1	1743	2	39	27	4	3			Oklahoma
Oregon	20	1	124	15		230	68	6			141		67		681	4	29	16	21	2			Oregon
Pennsylvania	35	34	601	90	68	1303	377	39		8	675	5	361	38	2294	31	242	116	115	50			Pennsylvania
Rh. Island	5	2	26	7		24	24	1		2	30	5	10	1	76	2	6	5	2				Rh. Island
S. Carolina	7		77	4		178	47				78		70	1	1396	2	39	6	3	7			S. Carolina
S. Dakota	11		98			193	34				81		61	3	801	1	17	18	6				S. Dakota
Texas	43	7	463	68	1	1189	290	8		3	703		300	22	4622	8	208	61	18	12			Texas
Utah	4		48	3		73	23			3	64		29	1	179	1	10	10	17				Utah
Vermont	1	1	22	1		16	8				11		6		75		6						Vermont
Virginia	14	1	228	12	11	691	198	25		5	291	1	129	16	2455	6	90	57	23	7			Virginia
Wash'gton	30	3	112	5	4	323	99	4		3	112		102	4	708	1	54	15	12	1			Wash'gton
W. Virginia	2	1	32	11	4	106	33	8			61	1	15	3	310	1	8	7	15	5			W. Virginia
Wisconsin	40	7	304	16	11	801	97	21		2	255	2	234	11	2007	5	79	43	41	11			Wisconsin
Wyoming	2		43	2	6	67	20	7			27		7		117		8	2					Wyoming
Dis. of Col.	3		61	10		125	25	1		1	63		35	5	190	2	16	12	10	5			Dis. of Col.
Total	898	403	9529	1198	382	20149	4988	503	†12	119	10835	75	5582	639	60437	240	3378	1765	1171	538	†24	385	Total

*New York state, except the metropolitan district.

The monthly registration figures presented herewith are compiled by R. L. Polk Company, Detroit, Mich.

MARCH, 1926, NEW CAR RE

States.	Ajax	Auburn	Bulck	Cadillac	Chandler	Chevrolet	Chrysler	Cleveland	Davis	Diann	Dodge	Elcar	Essex	Flint	Ford	Franklin	Hudson	Hup- mobile	Jewett	Jordan	Lincoln	Loco- mobile	States.
Alabama	7		54	8	3	252	31	6			99		40	8	734	1	14	7			3		Alabama
Arkansas	9		61	12		336	58	1		2	158		55	4	1375	3	29	11	3	2	5		Arkansas
Delaware	4		62	9		108	20	4		1	37		57	1	285		11	4	3		2		Delaware
Idaho	10		97	6	1	330	45	3			140		46	3	676	2	29	16	23				Idaho
Illinois	161	201	1446	181	45	2370	559	80	6	29	1730	40	572	117	5091	33	433	356	125	91	102	31	Illinois
Kansas	22		231	14	3	508	127	8		3	285		171	4	1907		80	34	13		5		Kansas
Maine	3		36	6	3	35	8	1			29		31		101		13	2		2	2	3	Maine
Mass'setts	38	22	371	47	32	371	293	9		4	380	1	437	12	1901	12	220	44	24	24	9	15	Mass'sett
Missouri	47	20	705	70	41	2629	294	75		28	947	1	561	36	8069	10	260	162	108	13	31	3	Missouri
Montana	16		93	1	8	194	57	13			96		31	18	305	1	22		15			3	Montana
N. Hampsh.	2	1	80	4	6	77	20	8			35		53	1	253	1	25	6	3	1			N. Hamp
N. Dakota	26		158	1	1	591	95	10			149		59	3	1583		24	26	11	1	1		N. Dakot
Oregon	25	3	184	22	4	462	109	6		1	239		144	4	1026	15	66	24	29	4	8		Oregon
Penn'vania	142	80	1679	174	92	3015	800	77		24	1636	17	739	90	5526	43	519	239	188	113	39	24	Penn'var
Rh. Island	9	6	154	20	4	123	91	2		7	124	9	57	5	306	2	54	17	13	7	4	2	Rh. Islan
Utah	10		99	12	6	168	54			5	123		67	6	375	1	27	16	16	2	1		Utah
Vermont	1		37	2		34	10	1			24		15	1	110		12						Vermont
Virginia	17		162	17	5	649	125	16		2	317		74	11	1882	5	49	49	21	4			Virginia
Wash'gton	50	3	369	18	7	809	213	16		2	355		248	13	1452	13	122	52	34		3	3	Wash'gto
W. Virginia	4		42	5	3	103	34	1			84		18		317		12	4	8	5			W. Virg
Wyoming	4		51	2	1	170	34	6			82		20	1	200		21	8	7		1		Wyoming
Dis. of Col.	9		170	16	2	301	49	5		1	160		139	18	552	3	72	40	9	10	17	7	Dis. of C
Total . . .	556	336	6351	747	267	13725	3126	357	16	109	7229	59	3634	356	34026	145	2114	1116	653	279	233	91	Total
*Complete return																							

REGISTRATION STATISTICS

In the cases of Connecticut, Georgia, Nebraska, Nevada, New Jersey and Tennessee registration figures are not available at this time.

States	Loco- mobile	Marmion	Moon	Nash	Oakland	Olds- mobile	Overland	Packard	Paige	Peerless	Pierce- Arrow	Pontiac	Reo	Ricken- backer	Star	Stude- baker	Stutz	Velle	Wills	St. Claire	Willys- Knight	Miscella- neous	Totals	States	
Alabama				16	4	14	18	4	2				3		12	23					7		1750	Alabama	
Arizona	4		5	18	5	19	16	6																	Arizona
Arkansas		1	12	27	20	16	76	2	3	1		13	3	1	113	49					12	9		2375	Arkansas
California	32	39	45	509	287	208	280	161	84	55	28	70	45	52	551	658	3	21	5	131	152			15239	California
Colorado	2	2	3	52	26	26	74	8	7	5	3	14	5	7	180	59	2	14			17	17		1990	Colorado
Connecticut																									Connecticut
Delaware		1	1	9	13		16	6				1	2			3	10				3	7		390	Delaware
Florida	5	8	5	154	76	56	140	56	5	13	12		19	24	58	130		1	15	72	16			5399	Florida
Georgia																									Georgia
Idaho				30	22	35	40		4			2			1	79	17		3		12	15		1014	Idaho
Illinois	22	30	50	563	325	210	563	122	82	63	25	40	118	52	273	477	15	56	22	269	44			13368	Illinois
Indiana	1	5	12	85	88	115	343	9	2	8	1	22	12	6	55	105	4	12	1	44	95			5314	Indiana
Iowa		1	1	61	24	32	158	18	2	2	1	10	6	8	147	42		5		23	15			4242	Iowa
Kansas		1	1	41	64	20	71	5	1	2		4	5	3	83	39				8	9			2911	Kansas
Kentucky	3	1	1	64	32	36	99	12	4		2	5	11	2	37	68	1			32	23			2898	Kentucky
Louisiana	1	1	3	78	11	34	45	11	4	6	3	12	4	2	56	90		1		28	12			3664	Louisiana
Maine				5			4	1								1	3				2			92	Maine
Maryland	5	4	5	56	20	25	47	16	3	19	8	4	2	4	50	49	2	6	1	22	18			1987	Maryland
Massachusetts	2	5	3	57	26	17	28	20	7	12	12	8	22	2	18	33		4	4	7	32			1638	Massachusetts
Michigan	2	12	11	299	304	200	263	60	54	15		212	58	15	175	196	2	3	6	57	41			10865	Michigan
Minnesota	1		7	14	20	16	7	2	3	1	1	4	2	2	15	34		2		7	5			1211	Minnesota
Mississippi				47	3	12	23	2	1	1		2			1	58	33				12			2508	Mississippi
Missouri		7	34	130	102	106	242	31	4	20	13	5	14	10	196	147		10	8	85	56			8060	Missouri
Montana				22	17	22	22	3				1	2	2	30	14					5	3		742	Montana
Nebraska																									Nebraska
Nevada																									Nevada
N. Hampshire			5	7	3	10	3					1	1	8		2	13	1	1		2			283	N. Hampshire
N. Mexico			6	1	6	5	2									22	11				1	1		445	N. Mexico
New York	19	20	7	441	134	104	265	115	44	58	28	47	37	12	103	414	2	13	8	146	33			7972	New York
N. Carolina	3	4		77	20	35	37	10	2	2		2	8	3	55	49		2		21	7			4074	N. Carolina
N. Dakota				13	29	56	90	1	2			12			4	59	23		1		6	4		2047	N. Dakota
Ohio	14	9	21	234	170	155	367	53	32	48	6	31	16	23	111	226	5	9	14	66	35			7519	Ohio
Oklahoma			1	33	14	13	53	6	2	1	4	1	5	2	68	20	1			11	21			2674	Oklahoma
Oregon	1		7	40	37	43	52	10	3		1	11	1	6	105	51		1		19	14			1834	Oregon
Pennsylvania	7	18	19	347	236	118	288	109	37	39	21	10	31	12	218	239	3	7	4	105	52			8420	Pennsylvania
Rh. Island	1	1	4	11	9	6	7	6		1	1		1		11	8	1			2	3			298	Rh. Island
S. Carolina				17	4	16	14	3	1			1	2		27	23				3				2028	S. Carolina
S. Dakota			1	19	10	39	101	2						3	2	29	12		2		2	2		1548	S. Dakota
Texas	2	11	10	189	70	76	192	30	7	7	16	42	16	8	259	247		1	3	58	15			9292	Texas
Utah			6	26	10	34	34	3	1			2	2	4	24	22					9	1		643	Utah
Vermont				6	2	1	8					1	1	1			5				1			172	Vermont
Virginia	2	3	3	92	30	30	120	23	3	8		3	4	5	114	88	1	6	2	30	22			4851	Virginia
Wash'gton		4	2	36	37	53	70	17	1	1		8	4	1	79	49		4		18	13			1992	Wash'gton
W. Virginia	1			29	15	17	17	2	5	3			1	3	41	19					5	12		795	W. Virginia
Wisconsin			6	196	71	106	310	18	3	8	5	9	16	6	75	85		6	3	42	26			4988	Wisconsin
Wyoming				34	6	16	9	2				1	1			26	5		2					410	Wyoming
Dis. of Col.	3	2	1	41	9	3	6	10		17	1	3	4	1	3	23	1	2	1	9	1			710	Dis. of Col.
Total	133	190	287	4229	2410	2149	4694	980	415	416	195	615	491	288	3654	3931	44	195	97	1414	867			151,225	Total
district.	†Complete returns not in.																								

IRREGULAR ROUTES FOR BUS LINES IN OHIO CONTESTED

Columbus, O., April 28 (U. T. P. S.).—Union labor and a number of transportation corporations have joined hands in fighting operation of motor buses in Ohio over irregular routes, following a recent decision of the Ohio Public Utilities Commission giving such right to the Buckeye Special Transit Company.

A committee of ten members of the Brotherhood of Railway Conductors appeared before the utilities commission on April 20 to protest against the extension of the privilege to that company. Application has been made by the Buckeye company for certificates and licenses to operate 144 motor buses over irregular routes.

Secretary Druggan of the utilities commission has written several letters to the Buckeye Company calling attention to numerous violations. The conductors organization requested that all rights be taken away excepting those covered by original certificates, which would confine the business to regular routes. It is pointed out that such certificates for irregular routes opens the way for numerous evasions of the law.

A round on the same matter took place in the Ohio Supreme Court on the same day on the appeal from action of the Ohio Public Utilities Commission in granting the Buckeye Special Transit Company the right to operate the 144 buses. A number of attorneys representing railroad and interurban companies appeared to uphold the appeal. Arguments in support of the action of the commission were made by John W. Bricker, special counsel to the attorney general, and others.

N. C. Court Ruling Affects Bus Lines

Charlotte, N. C., April 28.—The recent opinion of the State Supreme Court places every local for-hire driver in North Carolina in competition with the bus line operators, according to Judge George P. Pell, of the State Corporation Commission.

Judge Pell referred to the opinion in the case handed down in the State vs. R. M. Andrews, of Burlington, who was charged with hauling passengers from one city to another without obtaining a license to do so from the commission, which was granted control of bus lines in North Carolina by the last General Assembly.

Andrews was tried in Superior Court and found not guilty and the state appealed to the Supreme Court, which upheld the lower court. In the opinion the word "service," as used in the act of the Legislature giving the Corporation Commission control, was interpreted as meaning hauling passengers as a regular thing and not acting in a special instance, as Andrews claimed he did.

Judge Pell is of the opinion that the ruling of the Supreme Court will have no good effect on the successful operation of intercity bus lines in North Carolina.

WANTED—500 AUTOMOBILES FOR SPOT CASH

We are the largest Used Car Operators in the United States. Our financial resources are unlimited, and we buy all makes of Used Cars in both open or closed models.

In filling out list of Used Cars, be sure to give the Serial Number as well as the Year, and give us your Rock-Bottom Price. There will be no dickering. State general condition of car, as Excellent, Good, Fair or Poor.

EDDIE MEYER, INC.

At Your Command with Cash in Hand.
2317-19 So. Michigan Ave.
Chicago, Ill.

REGISTRATION STATISTICS

In the cases of Connecticut, New Jersey and Nevada, registration figures are not available at this time.

Lincoln	Loco- mobile	Marmion	Moon	Nash	Oakland	Olds- mobile	Overland	Packard	Paige	Peerless	Pierce- Arrow	Pontiac	Reo	Ricken- backer	Star	Stude- baker	Stutz	Vellie	Wills St. Claire	Willys- Knight	Miscella- neous	Totals
494	182	253	315	4929	2878	2434	6382	1388	129	473	265	39	623	363	4324	4958	46	200	105	1828	1212	193,466
returns not in.																						

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
25 City Hall Place, New York, N. Y.

Entered as second-class matter August 27, 1925, at the post office at New York, N. Y., under the Act of March 3, 1879.

O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

Thursday, April 29, 1926

Advertising Headquarters—1926 Broadway, New York, N. Y. Telephone Trafalgar 4500.
Harry A. Taramous, Advertising Manager. George M. Slocum, Manager Detroit Bureau. General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager, 163 North Michigan Ave., phone Central 5336, Chicago, Ill. Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal. Lincoln Building, Los Angeles, Cal.; 1037 Henry Building, Seattle, Wash. E. T. Burke, 126 Pearl St., Buffalo, N. Y.
Address ALL advertising correspondence for New York office to 1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.
Telephone Franklin 3900.
Alexander Johnston, Editor; Conrad J. Alexander, News Editor; Walter Boynton, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C. Wetmore, Clyde Jennings.

SUBSCRIPTION RATES
United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.
Single copies, 10 cents.
Foreign subscriptions: One year, \$15.00. Six months, \$7.50.

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Accidents at Home

IN keeping a proper perspective on accidents involving motor vehicles, a brief item in a recent issue of the Automotive Daily News is extremely helpful. This news story chronicled the fact that during the first three months of 1926 more people were killed in accidents in their own homes than by motor vehicles. The totals for the three months are respectively 174 in home accidents and 128 in automotive accidents. The figures were compiled by C. E. Robb, statistician of the National Safety Council.

Considering the tendencies toward the production of accidents that are inherent in the motor vehicle, its mobility, its use on streets not built to care for it and the mixed pedestrian and vehicular traffic in which it must operate, it is remarkable that accidents in the home, where most of us consider ourselves safest, should outnumber the latter. This does not mean that we of the automotive industry are justified in resting on our oars as regards accident prevention, but it does indicate that the long campaign of education is beginning to bear fruit. Redouble our efforts and we shall be able to accomplish real progress toward the accident elimination that is our goal.

Ohio Motorists Revolt

PERHAPS revolt is a little strong, but a considerable body of Ohio motor vehicle owners have registered their disapproval of present automobile taxes. A petition is now being circulated at gasoline filling stations, which will, if 250,000 signatures are obtained to the instrument, bring about the submission of a constitutional amendment eliminating automobile license fees and fixing a driver's license at \$1 for permanent driving privileges.

In Ohio as in other states automobile taxes have been growing every year. During 1925 Ohio motorists paid \$23,000,000 in taxes. This year the total will be considerably increased. No one knows where the impost may go, unless steps are taken to end the indiscriminate imposition of taxes.

It usually happens that state Legislatures, finding an easy way of raising money, pile on all the taxes that the traffic will bear and then proceed to overstep the limit of human tolerance. We have pointed out many times before that motor vehicle owners can muster a majority of voters. As long as legislators stay within reasonable bounds, there will probably be no drastic revolt, but if these lawmaking gentlemen refuse to heed the signs and become too greedy, then the motor vehicle owners will proceed to step on them. It would be an admirable thing if the motoring majority were organized along conservative lines, so that overstepping on the part of legislators could be instantly checked.

Play Fair

ETHICS in the automotive industry is at a high standard, taking men and methods by and large. There have been abuses in the past and probably some exist even today, but they are growing fewer with the passing years.

Credit for much of this must go to the great organizations within the industry, where manufacturers and salesmen meet and grow friendly. It is never as easy to do a sharp trick to a man who knows as it is to a total stranger. Salesmanship in automotive fields is conducted generally in a spirit of fair play, even though with feverish competition.

Just last week The Automotive Equipment Association amended its by-laws to include a definite injunction against manufacturers or their representatives offering any kind of inducement to jobbers' salesmen. At the June meeting will come up a similar enactment against the time honored trick of "lifting" a competitor's merchandise from a merchant's shelves.

It is the plain and obvious duty of every member of the automotive industry to support every movement of this kind, to place sales on an absolutely fair and above-board plane.

FOREIGN MAKERS STUDY U.S. METHODS

Production, Design and Style Trends Hold Interest

New York, April 28.—At the Metropolitan studio of de Causse, international stylist and manager of the Custom Body Department of the Franklin Automobile Company, it was stated this week that more European automobile manufacturers, or their representatives, have visited America in the past four months than ordinarily come to this country in a year.

Study of American manufacturing methods along with the style trends and engineering improvements of domestic cars is the chief mission of these visitors, who have been spending their time in Detroit, Cleveland, Syracuse and other places where cars are made, as well as in New York and other important merchandising centers, to observe American selling methods.

European automotive men, particularly representatives of the French makers, express admiration of the American trend to attractive colors as contrasted with the conservative colors characteristic of most newly finished cars up to recently.

The American adoption of European style elements and custom constructions was taken as a high compliment to the continental builders who on the other hand concede to American makers leadership in point of production, also performance.

The rapid manufacturing in American plants is the source of keen interest to Europeans.

The trend to moderate size is noteworthy in well made continental cars. It is the view of these designers that since maximum comfort is obtainable through scientific distribution of weight, cumbersome designs of expensive variety gradually will be supplanted by lighter and lighter models, both in America and in Europe.

List of Foreign Opportunities

Washington, April 28.—The Department of Commerce today made public the following list of foreign trade opportunities, detailed information being available to manufacturers and exporters who specify the file number or numbers in communicating with the department or any of its co-operative offices. The list follows:—

20092. Bandung, Java—Purchase and agency of automobile accessories.
20098. Sydney Australia—Agency automobile accessories.
20161. Cologne, Germany—Purchase and agency of automobile accessories and spare parts.
20095. Johannesburg, South Africa—Agency automobile body, hardware and trimmings.
20183. Amsterdam, Netherlands—Purchase of automobile novelties and sundries.
20150. Warsaw, Poland—Purchase and agency of automobiles and accessories.
20182. Madsburg, Germany—Purchase of automobiles and motorcycles.
20091. Adelaide, Australia—Agency for automobiles, trucks and accessories.
20207. Neu-Ulm, Germany—Purchase and agency of automobile hydraulic brakes.
20137. Norges, Switzerland—Agency for automobile tools.
20192. Amsterdam, Netherlands—Purchase of automobile and garage tools.

GEORGIA REGISTRATIONS GAIN IN FIRST QUARTER

Atlanta, Ga., April 28.—A gain of \$285,829 in automobile license fee collections for the first quarter of this year as compared with the first quarter of 1925 has been reported by the state controller's office. The collections for the first quarter this year amounted to \$2,787,643, as compared with \$2,501,804 collected during the first quarter last year.

The licenses issued so far include 176,126 passenger cars and 25,593 trucks. The officials of the motor vehicle license bureau declare that they expect 1926 registrations to total more than 250,000.

MIRRORS OF MOTORDOM

WINDSOR T. WHITE, chairman of the board of directors of the White Company, Cleveland, entered the automotive industry as soon as he was graduated from college. The White family was prominent in social and industrial Cleveland before him, and he began his career in the White factory. He worked his way to the presidency of the company, and in 1921 became chairman of the board.

ONE of the few men in the automobile business who started life under especially favorable auspices is Windsor T. White.

Born in 1866 into the well-established family of Whites in Cleveland, it was well-nigh foreordained that he would take a prominent part in industrial life.

It is particularly to his credit, however, that he should throw his lot and reputation for sagacity into that infant industry which produced vehicles operating under their own power.

Not even a college education at Worcester Polytechnic Institute, a type of training unusual in the early school of motor leaders, prevented Mr. White from originality of perception which enabled him to see that in the motor business lay a great future.

Shortly after college he entered the White plant and worked in many of its departments. He became president of the concern after several years, and in 1921 was made chairman of the board.

The White company, under his direction, manufactured steamers, it will be recalled, and William Howard Taft was among the most prominent customers of this type of vehicle. Then, for many years, the company also made a gasoline car. There are still many drivers who will testify to the roadability and value of this machine.

But the great success of the White institution has been in the field of the motor truck. The company was among the first to realize the potentialities of the commercial vehicle. It built up a big

fleet business which is signalized every year, and has been for years, in the publication of the White Roll Call of fleets which have been run for hundreds of thousands of miles. Again the company was a pioneer in the motor bus field, being



WINDSOR T. WHITE

among the first to convince electric railway companies that the way to get the motor bus business was to go into it, and not to try to stifle this new transportation.

Mr. White has been prominent in the affairs of the industry as a whole. For many years he has been a director of the National Automobile Chamber of Commerce, and chairman of its Motor Truck Committee.

CUMBERLAND DEALERS TO HOLD DINNER MAY 6

Cumberland, Md., April 28 (U. T. P. S.).—Plans have been completed for the dinner of the Automobile Dealers' Association to be held at the Central Y. M. C. A. here on May 6.

William B. Burruss, former sales counselor of the N. A. D. A., now connected with the Ford Motor Company, will be one of the principal speakers of the evening. Col. E. Austin Baughman, state motor vehicle commissioner; John N. Machall, state roads commissioner, and officials of the Baltimore Ki-

wants and Rotary clubs will also make addresses.

The committee in charge of the dinner is composed of Charles Ritter, Arthur Powell, Harvey H. Smith, J. H. G. Miller and Ira S. Fahrney.

FORD PLAY ENJOYED

Portland, Ore., April 28.—A four-act playlet entitled, "A Practical Demonstration of Selling a Ford Car," was given at the Turn Verein hall here recently, by the Portland branch factory of the Ford Company. It was attended by 900 Ford employees and their families.

Coming Automotive Events

APRIL

30—New York City, National Highway Traffic Association, annual meeting
Automobile Club of America,
Vienna, Austria, International Street and Highway Traffic safety exhibition.

MAY

1—Atlantic City, N. J. Races at opening of new speedway.
6—Providence, R. I. National Machine Tool Builders Association, convention.
21—28—Atlantic City, N. J. National Electric Light Association and Electric Truck Manufacturers Association, convention.
10—Charlotte, N. C. American Automobile Association race.
12—13—Galveston, Tex. Tenth annual convention of the Texas Automotive Dealers' Association.
13—15—Detroit, Mich. American Gear Manufacturers' Association, tenth annual convention, Book-Cadillac Hotel.
21—22—Philadelphia, Pa. Society of Industrial Engineers, thirteenth national convention, Bellevue-Stratford.
14—15—Montreal, Canada, Automotive Equipment Association meeting, Mount Royal Hotel.
25—Chicago, Ill. Automotive Manufacturers' Association meeting.
26—Laurel, Md. American Automobile Association race.

JUNE

1—4—French Lick Springs, Ind. Semi-annual national meeting of the National Society of Automotive Engineers.
8—10—Detroit, Mich. American Body Builders' Association, convention, Hotel Statler.
12—Altoona, Pa. American Automobile Association race.
12—13—Le Mans, France, Rudge-Whitworth twenty-four-hour stock car race.
15—16—Philadelphia, Pa. Society of Industrial Engineers, thirteenth national convention, Bellevue-Stratford.
14—15—Montreal, Canada, Automotive Equipment Association meeting, Mount Royal Hotel.
25—Chicago, Ill. Automotive Manufacturers' Association meeting.
26—Laurel, Md. American Automobile Association race.

JULY

5—Salem, N. H. American Automobile Association race.
17—Atlantic City, N. J. American Automobile Association race.

AUGUST

3—Denver, Cal. Denver Post, outdoor automobile show.

SEPTEMBER

6—Altoona, Pa. American Automobile Association race.
25—Salem, N. H. American Automobile Association race.

Dealer Activities

PAIGE-JEWETT SALES FIRM PARTNERSHIP DISSOLVED

Freeport, Ill., April 28.—Saunders & Axt, who recently established the Freeport Paige and Jewett Sales Company, have dissolved partnership.

PAIGE-JEWETT DEALERSHIP FORMED IN TACOMA, WASH.

Tacoma, Wash., April 28.—Formation of a new partnership for distribution of Paige and Jewett cars in Tacoma has just been effected by Andrew I. Wold and A. P. Hansen. The firm will be known as the Wold-Hansen Motor Company.

NEW CHICAGO DEALERSHIP FOR OVERLAND AND PONTIAC

Chicago, April 28.—The Lawn-dale Auto Sales, 8550-54 Ogden Ave., has just opened with a complete stock of Overlands and Pontiacs. Jack Curley, the manager, has had wide experience in the motor business.

TO SELL CHANDLER AND CLEVELAND IN HELENA, ARK.

Helena, Ark., April 28.—The Chandler and Cleveland cars will be sold in this territory by the Chandler-Cleveland Motor Company, 129 Walnut St., a firm recently launched. J. I. Mitchell, H. S. Mitchell and A. C. Parker compose the firm.

BECOMES STAR DEALER IN SALT LAKE CITY

Salt Lake City, April 28.—The Beveridge Motor Company has just taken on the Star car. The change of franchise will be celebrated in a few days by a public reception and exhibition of cars.

Incorporations

NEW YORK

Albany, April 28.—New automotive concerns just incorporated in this state are: Bizzarri Auto Service Corporation, Manhattan, \$10,000; deal in motors, automobiles; Antonio Bizzarri, 318 East 116th St., N. Y. C.; A. P. Meunier and C. A. Arena.

Udor Garages, Inc., New York county, \$50,000; garage; Benjamin J. Kingston, 953 Jennings St., Bronx; Joseph Colwell and Frank Cowley.

Prospect Bus Sightseeing Corporation, Bronx, \$15,000; operate sightseeing motor vehicles; Gerry Tortore, 36 Cortlandt St., Mount Vernon; Isabelle Coleman and Edward M. Coleman.

N. Diamond & Co., Inc., Manhattan, \$100,000; deal in crude rubber and products; H. M. Hart, Jane Gross and Bessie Lee, 27 Cedar St., New York city.

Allen's Used Car Exchange, Inc., Manhattan, \$10,000; deal in automobiles; Paul Cohn, Philip Poger and Curtis Mechner, 1457 Broadway.

Greenhart Taxi Service, Inc., Green-borough, Westchester county, \$5,000; garage; Edward W. Hopkins, Steven W. Hopkins and Mary L. Wood, Hartsdale.

Concele Electric Company, Inc., Manhattan, \$1,000; electric motors and equipment; Henrietta Zeichner, 2489 Tiebout Ave., Bronx, and Anna and Sylvia Posen, 2851 Valentine Ave., Bronx.

Serzon Body Building Company, Inc., Manhattan, \$10,000; repair automobiles and horse-drawn vehicles; Edward Goodman, Morris Huberfeld and Harry Isaacs, 1170 Broadway.

Olinville Tourist Corporation, Bronx, 100 shares no par value; operate motor cars; Donato Santoro, Anzelmo Bellotti and J. Albert Jones, 10 West Fordham Road, Bronx.

Nuncio Auto Coach Works Company, Inc., Manhattan, \$5,000; general automobile overhauling; Josephine Nuncio, 12 West 107th St.; Irving Gordon, 252 West 91st St., and J. I. Klepper, 338 West 29th St., all of New York.

Harry Mahon, Inc., Richmond Borough, \$10,000; automobile repairing; Jennie Woinitz and H. A. Cosgrove, 42 Richmond Terrace, St. George, S. I., and Elizabeth McMahon, 41 Crescent Ave., Staten Island.

Reziole Products Corporation, Brooklyn, \$50,000; manufacturing radios, motors, engines, motor vehicles; Sylvia P. Usefof, John T. Conway and Maurice Loebel, 100 Broadway, New York.

Welwood Garage Corporation, Bronx, 200 shares no par value; operate gasoline station, garage; Stanley Brandon, Herbert Karfunkel and William Robinson, 231 East 161st Street, New York.

Condore Taxi Service Corporation, Manhattan, \$20,000; general taxicab and hack-ing business; Edward Hartley, 204 East 13th St., Brooklyn, Minnie Hogan and Moretta Arkwright.

Consolidated Asphalt Corporation, Kings county, \$200,000; personal property and agency business, forwarding auctioneers; general garage business, manufacturing, etc.; Frank T. Reiner, 324 East 19th St., New York city; Joseph T. Keller and Anna F. Louprette.

Hamilito Corporation, New York county, 200 shares no par value; operate garage; F. H. Tyssefort, John Moncreiff and S. E. Kreitzer, 342 Madison Ave., New York city.

Jack-Tel-Hydro Corporation, Kings county, \$30,000; manufacturing lifting jacks, automobile equipment; D. H. Levin and Abraham Levin, 2380 Chauncey St., Astoria, and Gustave Prall, 1073 Forest Ave., The Bronx.

S. B. Whistler & Sons, Inc., Buffalo, \$50,000; manufacturing tools, dies, motor vehicle parts; S. B. and Florence E. Whistler, 184 Hampshire St., Buffalo, and Sanford A. Whistler, 240 Lovering Ave., Buffalo.

NEW STAR DEALERSHIP OPENED IN CONWAY, ARK.

Conway, Ark., April 28.—The United Motor Company of this city has been appointed Star dealer in this section.

TAKES UP CHANDLER AND CLEVELAND SALES AGAIN

Olympia, Wash., April 28.—George Peters, well-known South Bend, Wash., merchant, has just returned to the automobile business after an absence of several years and has assumed management of the Highway Garage at South Bend. He has once more taken the Pacific county dealership for Chandler and Cleveland automobiles.

OPEN DEALERSHIP FOR STAR IN SPARTANBURG

Spartanburg, S. C., April 28.—D. C. Bryan, for five years connected

DEALERS IN MEXIA, TEX., ORGANIZE ASSOCIATION

Mexia, Tex., April 28.—The automotive dealers of this city have just formed an association which will be allied with the Texas and American automobile associations.

At a meeting held recently the following were elected officers: J. W. Pickett, president; A. G. Adair and Carl Davis, vice-presidents; Jere Carson, secretary-treasurer, and W. W. Mason, attorney. The directors are E. L. Smith, A. J. Arnett, Dr. M. M. Brown, Noel Hollingsworth, Oran Arrington, E. N. Wilson, Phil Karner, W. W. Barnett, Frank Oliver and B. L. Walkup.

with the City Motor Car Company, Chevrolet dealer here, has just organized his own firm here and is now conducting it under the name of the Bryan Motor Company. The latter has secured the franchise in this territory for the Star car, and will also deal in used cars. The new concern is located at 150-52 Kennedy St.

New Automotive Equipment

This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

ANDERSON TIRE VULCANIZER



The Anderson Steam Vulcanizer Company, 1109-1119 North Hamilton Ave., Indianapolis, Ind., is marketing a model C vulcanizer for work on balloon or high pressure tires. According to the makers, the machine is the result of careful experimentation and is said to produce a sturdy flexible repair with any inside system of repair that is in common use.

The machine is said to have a special mold for work on side wall repair and rim cut work, which is said to be the most common work on balloon tires.

It is so constructed that water may be added, even when the steam pressure is on, without the use of a pump. There is no cloth wrapping on the clamping members for repairs on the inside arm, and a simple mechanical wrap is said to insure an equal pressure on all sections of the repair, thus saving the cost of wrapping tape and the time required in wrapping.

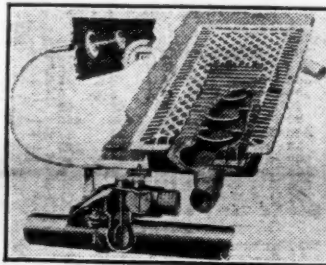
NEW AUTO SALES COURSE

New York, April 28.—Among the new business books of the season is "Automobile Salesmanship," in two volumes, prepared and edited by J. H. Newmark, head of the J. H. Newmark, Inc., advertising agency of New York, who has spent many years in automobile sales promotion and advertising work.

These volumes on "Automobile Salesmanship" contain 440 pages of text matter and comprise ten lessons, together with a handbook which contains mechanical and semi-technical information every automobile salesman should have. The course is divided into ten main subjects and forty-nine departments. These volumes are written in the language of and with special appeal to automobile dealers, salesmen, advertising managers and service men as well as those who are considering entering some phase of the industry.

The course will be marketed by the Automobile Business Bureau, Fisk Building, New York.

CHANSON CAR HEATERS



Chanson car heaters are manufactured by the Illinois Iron and Bolt Company, 300 West Ontario St., Chicago, Ill. According to the makers, the heaters are made to fit any size exhaust pipe and a maximum heating efficiency is obtained by the use of a patented baffle plate construction, which retards the passage of the exhaust gases through the heater. The heating elements are one piece with no joints or connections above the floor.

A special dash or valve control, such as is shown in the above illustration, may be had to fit all Chanson heaters. The model 1F or 2F, shown in the picture, is called the flush or register type. The Chanson heaters also are made in heel-board or rail types.

Personal Items

EARL TO CADILLAC PLANT

Los Angeles, April 28.—Harley J. Earl, who has been in charge of the Don Lee Coach and Body Works since the establishment of this department of the local Cadillac organization, left Sunday for Detroit. There he will resume his special work in the body engineering division of the Cadillac factory, having been granted a six-month leave of absence by Don Lee.

SNOW ON JOB 23 YEARS

Cleveland, April 28.—J. L. Snow, manager of the Boston branch of the Peerless Motor Car Company of Cleveland, has just finished his twenty-third year with the Peerless organization. He began with Peerless in 1903 as a salesman. He was made a branch manager in 1905.

HOUF WINS FORD PRIZE

Miami, Fla., April 28.—The first prize offered by the Ford Motor Company for the largest amount of sales of Ford cars during January, February and March, 1926, has been won by Harry B. Houf, salesman with the S. A. Ryan Motor Company here. The prize consists of a free trip to the company's plant at Detroit, with all expenses paid, and a gold watch. Mr. Houf also won a prize of \$300 given by the Ryan Company as an additional incentive. In the three months Mr. Houf sold 108 automobiles. His high month was January, when he sold forty-two.

He first went to work for the Ford Motor Company in 1914 in the Kansas City assembling plant. In 1919 he began selling Ford cars in Kansas City. He came to Miami in 1924.

HUNT GOES TO EVANSVILLE

Evansville, Ind., April 28.—S. R. Hunt, formerly manager of the Louisville, Ky., distribution branch of the B. F. Goodrich Rubber Company, has just been appointed manager of the local wholesale tire branch, succeeding Thomas Gilmore, who has been transferred to Indianapolis.

CONGER IN NEW POST

Jersey City, N. J., April 28.—L. W. Conger has just been appointed manager of the Hudson county Studebaker branch, at 863 Bergen Ave., this city, succeeding J. B. Wallace, who resigned. Mr. Conger formerly was in charge of the branches at Elizabeth and East Orange. Albert E. Doremus will take Mr. Conger's place in East Orange. Mr. Doremus was formerly associated with the sales department at the main office, at 1015 Broad St., Newark.

McEVEY TO SELL DODGES

Youngstown, O., April 28.—Wayne McEvey, known here in sporting circles as umpire of the City League games and boxing match announcer, has just joined the sales force of the W. O. Strausbaugh Motor Company, distributor of Dodge cars.

HOTEL EMPIRE

BROADWAY AT SIXTY-THIRD STREET, NEW YORK CITY

A NEW fourteen story fireproof structure containing every modern convenience and "Servidor" Service.

Capacity 1,034

The location is unique: subway, elevated, street cars, buses, all at door.

RATES

Room, private toilet \$2.50

Single Room with bath 3.50

Double Room with bath 5.00

M. P. Murtha, Gen. Mgr. Ample Parking Space

RETAILERS—WHOLESALE—MANUFACTURERS

Q They READ

This Paper Every Day—The Circulation at \$12 Grows Daily . . .

Q They BUY

Goods Every Day—New Advertisers Appear Here Daily . . .

Q Do You SELL

Your Product Every Day—

Here, in the AUTOMOTIVE DAILY NEWS Is the **ONLY** Way You Can Reach Your Prospects When They Read. . . When They Buy. . . DAILY.

WRITE FOR LOW RATES—H. A. Tarantous, Advertising Manager, AUTOMOTIVE DAILY NEWS, 1926 BROADWAY, NEW YORK CITY.

Financial News of the Automotive Industry

PIERCE-ARROW EARNINGS GAIN

Profits \$3.28 a Share Last Quarter Shown In Report

New York, April 28.—Pierce-Arrow Motor Car Company reports for quarter ended March 31, 1926, net income of \$328,982 after interest, depreciation, Federal taxes, etc., equivalent to \$3.28 a share earned on 100,000 shares of 8 per cent. cumulative preferred stock.

This compares with \$200,416 in first quarter of 1925 or \$1.68 a share on the 8 per cent. preferred after allowing for dividend requirements on prior preference stock then outstanding.

Accumulated dividends on 8 per cent. preferred stock amount to about 40 per cent.

Income account for quarter ended March 31, 1926, compares as follows:—

	1926	1925
Net before depreciation	\$687,846	\$550,964
Depreciation	204,590	192,984
Balance	\$483,256	\$357,980
Interest, taxes, etc.	154,274	157,564
Net income	\$328,982	\$200,416

Officers of Pierce-Arrow Motor Company have been re-elected.

Hayes Wheel Pays Regular Dividends

Detroit, April 28.—The Hayes Wheel Corporation declared regular quarterly dividends of 75 cents on the common and \$1.87 1/2 on the preferred, both payable June 15 to stock of record May 29. Previously an extra dividend of 25 cents was paid quarterly on the common since September 15, 1925.

PIERCE ARROW SHARES
Albany, April 28.—The Pierce Arrow Motor Car Company of Buffalo has filed a notice with the secretary of state of a reduction of shares from 444,500 to 428,750, of which 100,000 are to be preferred, 100 par value, and 328,750 of no-par common stock.

Ford's '25 Profit \$29 a Car; \$40 Previous Year

(Continued from Page 1)

clusive of Ford of Canada. This compares with 2,138,193 in 1924.

Applying these sales against profits results in the following:—

	1925	1924
Unit sales	2,024,299	2,138,193
Profits, assumed	\$100,690,000	\$126,540,000
Profits per car	50	59

*Profits, no divi.
Some estimates have placed Ford's annual sales volume at \$1,000,000,000 annually, although those who have examined the figures closely believe the actual total is considerably below this figure. In this connection the following estimate of the company's business during the past two years is interesting:—

	1925	1924
Touring	40%	37%
Roadster	16	16
Coupe	17	17
Sedan (Tudor)	18	18
Sedan (Fordor)	100	100
Composite list		
Less 20% est discount		

Domestic sales-units	1,558,133x	\$385.32 equals	\$600,380,000
Foreign sales-units	115,992x	482	55,908,000
Trucks (domestic)	217,112x	292	63,397,000
Trucks (foreign)	20,469x	365	7,471,000
Tractors	104,168x	336	35,000,000
Lincoln cars	8,415x	3,600	30,294,000
Parts, etc.			81,939,000
Aeroplane			250,000
Total sales value			\$374,639,000

7 Total sales value
1924:
Touring
Roadster
Coupe
Sedan (Tudor)
Sedan (Fordor)
Composite list

The above analysis indicates that a falling off in Ford's 1925 sales volume of over \$30,000,000, placing

RUBBER FUTURE TRADING ON EXCHANGE IRREGULAR

New York, April 28.—Trading in crude rubber futures developed into an irregular affair on the Rubber Exchange yesterday.

Price changes varied from a decline of 10 points for May to a gain of 40 for August in the early afternoon. After opening at 47.60, May sold up to 48.10, an advance of 40 points, then eased off under generous offerings until it reached 47.60, at which price it remained stationary for some time.

Crude Output Makes Increase

New York, April 28.—The American Petroleum Institute estimates that the daily average gross crude oil production in the United States for the week ended April 24 was 1,955,950 barrels, as compared with 1,940,000 barrels for the preceding week, an increase of 15,950 barrels. The daily average production east of California was 1,351,450 barrels, as compared with 1,340,000 barrels, an increase of 7,450 barrels.

Estimated daily average gross production of the mid-continent field, including Oklahoma, Kansas, north, east, central, west central and southwest Texas, north Louisiana and Arkansas, for the week ended April 24 was 1,050,900 barrels, as compared with 1,046,900 barrels for the preceding week, an increase of 4,000 barrels. The mid-continent production, excluding Smackover, Arkansas, heavy oil, was 917,500 barrels, as compared with 911,700 barrels, an increase of 5,800 barrels.

Imports of crude and refined oils at the principal United States ports for the week ended April 24 totaled 1,228,000 barrels, a daily average of 175,429 barrels, compared with 1,705,000 barrels, a daily average of 243,571 barrels for the week ended April 17 and a daily average of 210,286 barrels for the four weeks ended April 24.

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RANGE OF AUTOMOTIVE STOCKS

High	Low	Div.	Stock	Sales	High	Low	Close	Net Chg.
16	9 1/2	6	Ajax Rubber	5,700	10 1/2	10	10	—
9 1/2	7 1/2	6	Allis-Chalmers	300	8 1/2	8 1/2	8 1/2	—
110	105	7	do pf	100	109	109	109	—
15 1/2	12 1/2	1	Am-La France	700	13 1/2	13	13	—
27 1/2	26 1/2	3	Briggs Mfg Co	2,500	28 1/2	27 1/2	28	—
26 1/2	15	—	Chandler Motor	100	15 1/2	15 1/2	15 1/2	—
54 1/2	28 1/2	3	Chrysler Corp	7,100	33 1/2	33	33	—
108	93	8	do pf	1,300	100	99 1/2	99 1/2	—
13	10 1/2	.80	Continental Motors	2,000	10 1/2	10 1/2	10 1/2	—
47 1/2	26 1/2	7	Dodge Bros, A	15,000	29 1/2	28 1/2	28 1/2	—
88 1/2	81	7	do pf	400	82 1/2	82 1/2	82 1/2	—
32 1/2	24 1/2	6	Eaton Axle & Spr	900	27	26 1/2	26 1/2	—
82 1/2	61 1/2	6.50	Electric Auto Lite	300	66 1/2	66	66	—
79 1/2	71 1/2	6	Electric Storage Battery	400	77 1/2	77 1/2	77 1/2	—
4	1 1/2	—	Emerson-Brant	100	1 1/2	1 1/2	1 1/2	—
103 1/2	84 1/2	—	do pf	1,000	114 1/2	114	114	—
26 1/2	14 1/2	—	Fisk Rubber	5,600	89 1/2	87 1/2	87 1/2	—
84 1/2	76 1/2	7	do 1st pf	1,000	80 1/2	80 1/2	80 1/2	—
42	29	3.75	Gabriel Snubber	100	34 1/2	34 1/2	34 1/2	—
151 1/2	113 1/2	12	General Motors	60,000	128 1/2	125 1/2	127 1/2	—
115 1/2	113 1/2	7	do 7th pf	1,100	114 1/2	114	114	—
25 1/2	18	2	Glidden Co	2,000	20 1/2	20 1/2	20 1/2	—
70 1/2	51 1/2	4	Goodrich	600	54 1/2	54 1/2	54 1/2	—
109 1/2	98 1/2	7	Goodyear T & R pf	100	101 1/2	101 1/2	101 1/2	—
46	34 1/2	3.25	Hayes Wheel	2,100	35 1/2	34 1/2	34 1/2	—
123 1/2	61	3	Hudson Motor Car	31,800	67 1/2	65 1/2	66 1/2	—
115 1/2	113 1/2	7	do 7th pf	1,100	114 1/2	114	114	—
24 1/2	18	2	Indian Motorcycle	100	20 1/2	20 1/2	20 1/2	—
66	31 1/2	3	Jordan Motor Car	1,800	36 1/2	36 1/2	36 1/2	—
21 1/2	14 1/2	—	Kelly-Springfield	200	14 1/2	14 1/2	14 1/2	—
74 1/2	60	—	do 8th pf	200	59	57	57	—
159	103 1/2	6	Lee Rubber & Tire	11,300	10 1/2	10 1/2	10 1/2	—
21 1/2	18 1/2	2	Mack Trucks	100	19 1/2	19 1/2	19 1/2	—
27 1/2	28 1/2	3	Moon Motors	1,700	28 1/2	28 1/2	28 1/2	—
63 1/2	36	3.60	Motometer A	700	40	39 1/2	39 1/2	—
33 1/2	24	2	Motor Wheel Corp	1,200	26 1/2	26 1/2	26 1/2	—
16 1/2	5 1/2	—	Murray Body	1,100	6 1/2	6 1/2	6 1/2	—
88 1/2	54 1/2	—	Nash Motors	3,000	54 1/2	53 1/2	54 1/2	—
22 1/2	14 1/2	—	Omnibus Corp	5,800	16 1/2	15 1/2	15 1/2	—
43 1/2	31 1/2	2	Packard Motor Car	1,500	36 1/2	35 1/2	35 1/2	—
28 1/2	18 1/2	1.80	Palmer-Detroit Motor	1,100	19 1/2	18 1/2	18 1/2	—
43 1/2	21 1/2	—	Pierce-Arrow	4,600	26 1/2	25 1/2	25 1/2	—
108 1/2	76 1/2	—	do pf	3,000	89 1/2	89 1/2	89 1/2	—
31 1/2	18 1/2	—	Reynolds Spring	600	20 1/2	20 1/2	20 1/2	—
92 1/2	70 1/2	6	Spicer Mfg Co	1,800	77 1/2	76 1/2	76 1/2	—
77 1/2	64	6	Stewart-Warner Speed	100	67 1/2	67 1/2	67 1/2	—
61 1/2	49 1/2	5	Stromberg Carburetor	11,500	52 1/2	51 1/2	52 1/2	—
65 1/2	44 1/2	4	Studebaker Co	300	60 1/2	59 1/2	59 1/2	—
88 1/2	50 1/2	—	Timken Roller Bear	7,000	63 1/2	62 1/2	62 1/2	—
109	101 1/2	8	U. S. Rubber	100	105 1/2	105 1/2	105 1/2	—
90	51 1/2	4	do 1st pf	4,300	57 1/2	55 1/2	56 1/2	—
34	21	—	Willis-Overland	4,100	24 1/2	24 1/2	24 1/2	—
99	92 1/2	7	do pf	900	95 1/2	95 1/2	95 1/2	—
32 1/2	23 1/2	.75	Yellow C. & T. B.	900	25 1/2	24 1/2	25 1/2	—

NEW YORK CURB MARKET

Sales	High	Low	Last	Net
100 Auburn Auto	50 1/2	50 1/2	50 1/2	+ 1/4
200 Buick Corp A	40 1/2	40 1/2	40 1/2	+ 1/4
1500 Durant Mot	6 1/2	6 1/2	6 1/2	—
100 Fageol Mot	5 1/2	5 1/2	5 1/2	—
10 Firestone pf 99	99	99	99	—
20 Ford Can	470	465	465	- 25
400 Goodyear	32 1/2	32 1/2	32 1/2	+ 1/4
500 Packard	155	155	155	- 2
200 Reo Motor	20 1/2	20 1/2	20 1/2	—
800 Rickenbacker	4 1/2	4 1/2	4 1/2	—
500 U S L & H	22 1/2	21	22 1/2	+ 1/4
100 U S R Rec	15 1/2	15 1/2	15 1/2	+ 1/4
2500 Yel Taxi NY	17 1/2	17 1/2	17 1/2	+ 1/4

CHICAGO

1350 Auburn Auto	51	49 1/2	50 1/2
1025 Bendix Corp	27 1/2	26 1/2	26 1/2
50 Hupp Motors	21 1/2	21 1/2	21 1/2

(Above table shows Tuesday's automotive stock movement, complete.)

Current Commodity Prices

STEEL PRODUCTS	SEMI-FINISHED—GROSS TONS
Billets, re-rolling	\$35.00a36.00
Billets, forging	41.00a42.00
Steel bars (hot rolled)	2.00a 2.10
Strip (hot rolled)	1.90a 1.95
Blue annealed sheets	2.40a 2.50
Black sheets	3.25a 3.35
Auto body	4.30a 4.40
Bands	2.40a 2.50
Cold rolled strip	3.90a 4.00
Hot rolled strip	2.30a 2.50
Pig Iron, Basic	
Valleys	18.50a19.00
Eastern Pennsylvania	21.50a22.50

CRUDE PRICES AT WELLS

EASTERN	Penn. grade oil	Line Co. Lines
Penn. grade oil	in N.Y. Tran.	\$3.30
Co. lines	\$3.65	Cabell
Bradford District	in Nat.	1.15
Tran.Co. lines	3.65	Somerset
Penn. grade oil	in C.F.R.	2.45
Co. lines	3.55	Lim
Gaines grade oil	Indiana	1.95
in Nat. Tran.	Princeton	2.13
Co. lines	2.20	Illinois
Penn. grade oil	in S.W. Pa.	2.15
Pipe lines	3.55	Waterloo, Ill.
Penn. grade oil	in Eureka P.	1.10
Line Co. lines	2.50	Plymouth

RODS

High brass (round 1/2 to 2 1/2 in.)	16 1/2 a —
Copper rods, round	22 1/2 a —

OIL AND GASOLINE

Garage (steel barrels)	— a18
Up-State New York	— a18
Single tank cars, delivered	—
New York	13 1/2 aNom

OLD METALS

Following are dealers' buying and selling prices for large quantities, f. o. b. cars, New York:—	
Heavy machinery com.	8 1/2 a9 10 1/2 a11
New brass clipping	8 1/2 a8 1/2 9 1/2 a10
Auto radiators	6 1/2 a6 1/2 7 1/2 a7 1/2
Brass, heavy	6 1/2 a6 1/2 7 1/2 a7 1/2
Brass, light	6 1/2 a6 1/2 7 1/2 a7 1/2

RUBBER MARKET

Plantations	First latex, crepe, spot	Bid	Asked
May-June	47 1/2	48 1/2	48 1/2
July-September	46 1/2	47 1/2	47 1/2
October-December	46 1/2	47 1/2	47 1/2
May-June	46 1/2	47 1/2	47 1/2
July-September	45 1/2	46 1/2	46 1/2
October-December	45 1/2	46 1/2	46 1/2
Para, Up-River, fine, spot	—	41 1/2	41 1/2
Island, fine	—	35	35
Inner tubes, No. 1	11	13	13
Inner tubes, No. 2	9	10	10
Inner tubes, No. 3	7	8	8
Tire, automobile, white, top	\$60.00a70.00		
Mixed auto tires	36.00a40.00		
Reclaimed rubber—tire reclaimed, 11c; shoe reclaimed, 10c; tube reclaimed, 19c.			